

Assemblyman **PAUL KORETZ**

Forty-second Assembly District

proudly representing the communities of West Hollywood, Beverly Hills, Los Angeles, Century City, Westwood, Bel Air, Brentwood, West Los Angeles, Hollywood, Hancock Park, Universal City, Studio City, and Sherman Oaks



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“Don’t Trash California” Passes State Assembly

CalTrans slogan would become “brand identity” linking state sponsored litter & recycling messages

Sacramento – AB 1466, authored by Assemblyman Paul Koretz (D-West Hollywood), has passed the California State Assembly with bipartisan support and now moves on the Senate. The bill establishes the words “Don’t Trash California” and “California es tu casa. No hagas de ella un basurero.” as the state’s unified litter prevention and recycling message. Similar to the successful “Don’t mess with Texas” slogan, this brand identity would be integrated into state sponsored signs and advertisements, either as a primary message or as a footnoted logo.

“Litter prevention and recycling efforts are spread across a host of state agencies, departments, boards, and commissions. For years state agencies have failed to approach litter and recycling in a collaborative fashion. AB 1466 will provide an effective concept around which state agencies, local governments, and private businesses may choose to speak with one voice,” said Assemblyman Koretz.

The bill also creates an interagency committee for collaboration on litter and recycling issues. Based on the marketing concept of branding, “Don’t Trash California” would become a brand identity linking a variety of environmental efforts. Each time a person encounters the brand “Don’t Trash California,” the messages previously associated with the brand are also recalled, increasing the effectiveness of all state campaigns using the slogan.

In 1986, the Texas Department of Transportation established the words “Don’t Mess with Texas” as their official litter prevention slogan. Today, more than 96% of Texas residents recognize the slogan. Since 1995 Texas has seen a 52% reduction in litter, and cigarette butt litter has decreased by 70%. Both business and environmental groups are supporting AB 1466, including the California Manufacturers and Technology Association and the Sierra Club.

“Business is supporting this bill because their voluntary anti-litter efforts would be far more effective if the state would simply agree on a single concept that is well vetted, flexible, and one they can adopt as well. ‘Don’t Trash California’ is that concept,” said Koretz.

Originally created in 1988 for TV commercials featuring state legislators, “Don’t Trash California” was later developed into an edgy print, TV, radio, and outdoor media campaign by CalTrans. The CalTrans version not only won Addy & Telly awards, it inspired 15 million dollars of free exposure from the private sector, including fast food restaurants, sports teams, and gasoline retailers.

See the CalTrans TV commercials using Real Player or Windows Media Player:

English - <http://democrats.assembly.ca.gov/members/a42/video/DontTrashCA.wmv>

Spanish - <http://democrats.assembly.ca.gov/members/a42/video/CAestucasa.wmv>

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